



<u>Sales</u>	<u>Retail</u>
1221 1,3	1222 20,24,25
1222 1,5,6	1223 22,23,25,27,28
1223 2,4,6	1226 23,26,28
1224	1229 23
1225 2	RCM
1226 3,8	PC SC
1229 1,6	MC PA
1240	
1244 RSM	RBM

Joe Rago
Account Manager
Philadelphia Region
486 Thomas Jones Way- Suite 200
Exton, PA. 19341
PHONE: 215-412-7208
FAX: 215-412-7209
Voice Mail: #71831

March 17, 1998

To: All Account Managers, Division Managers, Retail Managers, Sales Reps, and Retail Reps with Responsibility For Sun Company Chain ID's: 0362-01-00-Franchise, 0362-02-00- Corporate, 0362-03-00- Corporate Conventional, and Sunoco Turnpike- 0362-04-00.
ROU's: 1110, 1210, 1310, 1610, 1710, 1810, 2910, 6710, please distribute.

Subject: **April Salem \$.25/\$2.50 Buydown and Salem \$.30 Tear Tape Promotion**

Dear Ladies and Gentlemen:

As information, Salem has been added to the Sun Company April Calendar at \$.25/\$2.50 during the period from April 1-through April 30, 1998. All payments for Corporate Locations will be made by me at the Sun Company Headquarters.

A-Plus Franchise Locations

- Sales Reps calling on Franchise Locations should make arrangements to read same via the PLU key during this period.

Additionally, our Salem \$.30 Tear Tape Promotion will begin shipping in April. A temporary display is authorized to be placed in a good visible backbar location during the entire 9 Month Promotional Period.

The Salem Tear Tape VAP shipment for all Sun Company Corporate Locations are as follows:

51853 4915

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<u>Date Of Shipment</u>	<u>Month Allocation</u>
Week Of April 27, 1998	April
Week Of May 11, 1998	May
Week Of June 15, 1998	June

The Allocations will be shipped based on the Salem share by brand for each location.

I purposely moved the April shipment on Salem Tear Tape to the last week of April so that it does not conflict with \$.25/\$2.50 Buydown.

I will keep you informed of the Salem Tear Tape Ship Dates for the Third and Fourth Quarters in future correspondence.

Thank you for your support and assistance with this Chain. If you have any questions, please give me a call.

Sincerely,

Joe

Joe Rago
JR: jh
cc. Jay Loftin
Denny Bomgardner
Jim Piscitelli

51853 4916

To: 1710 - Pittsburgh ROU, 1110 - Boston ROU(PROVENL),
1810 - Cincinnati ROU (WEBSTES), 6710 - Detroit ROU,
1210 - New York ROU (ALVICHA), 1310 - Philadelphia ROU (METZG),
1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (YOUNGP)

From: Hayes, John

Posted: 3/17/98 12:32

Opened: 3/17/98 16:20

Subject: SUN COMPANY

Dear Ladies and Gentlemen:

Please distribute to the appropriate people with responsibility for Sun Company.

Thanks,

John

CC: Piscitelli, J, Bomgardner, Denny L., Loftin, Jerry R.

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